

ESTTA Tracking number: **ESTTA1062698**

Filing date: **06/17/2020**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Proceeding	91252817
Party	Plaintiff House of Kuipers, LLC
Correspondence Address	DANIEL M CISLO AND DAVID B SANDELANDS CISLO & THOMAS LLP 12100 WILSHIRE BLVD , STE 1700 LOS ANGELES, CA 90025 UNITED STATES ttab@cislo.com, David@cislo.com, ksylvester@cislo.com 310-979-9190
Submission	Other Motions/Papers
Filer's Name	Daniel M. Cislo, Esq.
Filer's email	ttab@cislo.com, stephanie@cislo.com, dsandelands@cislo.com
Signature	/Daniel M. Cislo/
Date	06/17/2020
Attachments	Notice of Change of Ownership.pdf(216065 bytes )

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD**

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**IN THE MATTER OF TRADEMARK SERIAL NO. 88/228,839**

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House of Kuipers LLC, a California limited	)	
liability company, et al.,	)	
	)	
Opposer,	)	
	)	<b>Opposition No.: 91252817</b>
v.	)	
	)	
John Zox, an Individual,	)	
	)	
Applicant.	)	
	)	

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**NOTICE OF CHANGE OF OWNERSHIP**

Please take notice that on May 14, 2020, Opposer and Counter-Defendant House of Kuipers, LLC assigned all rights, title and business good will in U.S. Trademark Registrations Nos. 4412948 for ZOX STRAPS; 4465691 for ZOX; 4759961 for ZOXBOX; and, 5223845 for ZOX, to Zox, LLC. The assignment was recorded with the Trademark Office on May 22, 2020, as Recordation No. 900550563. A true and correct copy of Recordation No. 900550563 is attached hereto as Exhibit A.

The above-referenced Registrations, i.e. Nos. 4412948, 4465961, 4759961 and 5223845, are either relied upon by Opposer or otherwise at issue in this matter. Hereinafter, the owner by Assignment, Zox, LLC, will “step into the shoes” of House of Kuiper’s, LLC and will continue prosecution of this action.

Respectfully submitted,

CISLO & THOMAS LLP

Dated: June 17, 2020

/Daniel M. Cislo/

Daniel M. Cislo, Esq.

David B. Sandelands, Esq.

CISLO & THOMAS LLP

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## **EXHIBIT A**



## UNITED STATES PATENT AND TRADEMARK OFFICE

UNDER SECRETARY OF COMMERCE FOR INTELLECTUAL PROPERTY AND  
DIRECTOR OF THE UNITED STATES PATENT AND TRADEMARK OFFICE

MAY 27, 2020

PTAS

DANIEL M. CISLO | CISLO & THOMAS LLP  
12100 WILSHIRE BLVD., SUITE 1700  
LOS ANGELES, CA 90025

**900550563**

### UNITED STATES PATENT AND TRADEMARK OFFICE NOTICE OF RECORDATION OF ASSIGNMENT DOCUMENT

THE ENCLOSED DOCUMENT HAS BEEN RECORDED BY THE ASSIGNMENT RECORDATION BRANCH OF THE U.S. PATENT AND TRADEMARK OFFICE. A COMPLETE COPY IS AVAILABLE AT THE ASSIGNMENT SEARCH ROOM ON THE REEL AND FRAME NUMBER REFERENCED BELOW.

PLEASE REVIEW ALL INFORMATION CONTAINED ON THIS NOTICE. THE INFORMATION CONTAINED ON THIS RECORDATION NOTICE REFLECTS THE DATA PRESENT IN THE PATENT AND TRADEMARK ASSIGNMENT SYSTEM. IF YOU SHOULD FIND ANY ERRORS OR HAVE QUESTIONS CONCERNING THIS NOTICE, YOU MAY CONTACT THE ASSIGNMENT RECORDATION BRANCH AT 571-272-3350. PLEASE SEND REQUEST FOR CORRECTION TO: U.S. PATENT AND TRADEMARK OFFICE, MAIL STOP: ASSIGNMENT RECORDATION BRANCH, P.O. BOX 1450, ALEXANDRIA, VA 22313.

RECORDATION DATE: 05/22/2020

REEL/FRAME: 6945/0227  
NUMBER OF PAGES: 10

BRIEF: ASSIGNS THE ENTIRE INTEREST

DOCKET NUMBER: 19-39901

ASSIGNOR:

HOUSE OF KUIPERS, LLC

DOC DATE: 05/14/2020

CITIZENSHIP: CALIFORNIA

ENTITY: LIMITED LIABILITY COMPANY

ASSIGNEE:

ZOX, LLC

CITIZENSHIP: CALIFORNIA

ENTITY: LIMITED LIABILITY COMPANY

5304 DERRY AVENUE, SUITE G  
AGOURA HILLS, CALIFORNIA 91301

SERIAL NUMBER: 78415788

REGISTRATION NUMBER: 2992108

MARK: ZOX

DRAWING TYPE: AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/ LETTER(S)  
/NUMBER(S)

FILING DATE: 05/10/2004

REGISTRATION DATE: 09/06/2005

SERIAL NUMBER: 85438231

REGISTRATION NUMBER: 4412948

MARK: ZOX STRAPS

DRAWING TYPE: STANDARD CHARACTER MARK

FILING DATE: 10/03/2011

REGISTRATION DATE: 10/08/2013

SERIAL NUMBER: 85948145  
REGISTRATION NUMBER: 4465691  
MARK: ZOX  
DRAWING TYPE: STANDARD CHARACTER MARK

FILING DATE: 05/31/2013  
REGISTRATION DATE: 01/14/2014

SERIAL NUMBER: 86223890  
REGISTRATION NUMBER: 5521890  
MARK: YOUR NEW FAVORITE WRISTBAND.  
DRAWING TYPE: STANDARD CHARACTER MARK

FILING DATE: 03/18/2014  
REGISTRATION DATE: 07/24/2018

SERIAL NUMBER: 86442310  
REGISTRATION NUMBER: 5119944  
MARK: EXPERIENCE EVERYTHING.  
DRAWING TYPE: STANDARD CHARACTER MARK

FILING DATE: 11/02/2014  
REGISTRATION DATE: 01/10/2017

SERIAL NUMBER: 86442364  
REGISTRATION NUMBER: 4759961  
MARK: ZOXBBOX  
DRAWING TYPE: STANDARD CHARACTER MARK

FILING DATE: 11/02/2014  
REGISTRATION DATE: 06/23/2015

SERIAL NUMBER: 86500445  
REGISTRATION NUMBER: 5380943  
MARK: PUSHPOCKET  
DRAWING TYPE: STANDARD CHARACTER MARK

FILING DATE: 01/11/2015  
REGISTRATION DATE: 01/16/2018

SERIAL NUMBER: 86610134  
REGISTRATION NUMBER: 5115244  
MARK: X  
DRAWING TYPE: AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/ LETTER(S)  
/NUMBER(S)

FILING DATE: 04/26/2015  
REGISTRATION DATE: 01/03/2017

SERIAL NUMBER: 87095703  
REGISTRATION NUMBER: 5233845  
MARK: ZOX  
DRAWING TYPE: STANDARD CHARACTER MARK

FILING DATE: 07/07/2016  
REGISTRATION DATE: 06/27/2017

SERIAL NUMBER: 87703617  
REGISTRATION NUMBER:  
MARK: KIRBY  
DRAWING TYPE: STANDARD CHARACTER MARK

FILING DATE: 11/30/2017  
REGISTRATION DATE:

SERIAL NUMBER: 87733294  
REGISTRATION NUMBER: 5508615  
MARK: STRING SWAP  
DRAWING TYPE: STANDARD CHARACTER MARK

FILING DATE: 12/24/2017  
REGISTRATION DATE: 07/03/2018

SERIAL NUMBER: 88103624  
REGISTRATION NUMBER: 5686309  
MARK: WRISTBANDS THAT MAKE YOU FEEL GOOD.  
DRAWING TYPE: STANDARD CHARACTER MARK

FILING DATE: 09/04/2018  
REGISTRATION DATE: 02/26/2019

SERIAL NUMBER: 88659217  
REGISTRATION NUMBER:  
MARK: ZOX  
DRAWING TYPE: STANDARD CHARACTER MARK

FILING DATE: 10/17/2019  
REGISTRATION DATE:

## **CERTIFICATE OF ELECTRONIC FILING**

I hereby certify that this paper (along with any paper referred to as being attached or enclosed) is being filed with the United States Patent and Trademark Office via the Electronic System for Trademark Trials and Appeals (ESTTA) on the date shown below.

Dated: June 17, 2020

/Daniel M. Cislo/  
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David B. Sandelands, Esq.

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